**May 2012 Case study booklet**

**Proposed set of questions**

**First module – Business organization and external environment**

1. Explain the nature of business activity in each of the three sectors.(7marks)
2. Compare and contrast the objectives of NGO’S with other business organizations. (7marks)
3. Examine the reasons why organizations set up ethical objectives.(7marks)
4. Discuss the impact of setting up of ethical objectives on different group of stakeholders.(7marks)
5. Analyze using the force field analysis why firms may choose different strategies in fulfilling their social responsibilities.(8marks)
6. Examine the external and internal factors influencing UWP’s decision on investing in either of the social projects. ( building or university)(8 marks)
7. Using any of the decision making tools evaluate UWP’s decision to construct a hospital or an university. )(8 marks)
8. Analyze the role of social and environmental audit on different group of stakeholders. .(7marks)
9. To what extent has UWP been able to fulfill its ethical objective in Loyka.(8marks)

10)Explain the rationale behind Kos Polouk operating as a sole trader.(7marks)

11)Using any of the decision making models analyze the internal and external constraints on investing in a hospital or an university.( 8marks)

**12) Explain the costs and benefits of operating an enterprise as a PPP. (7marks)**

13) Evaluate Kos Palouk’s decision of increasing his scale of operations. (8marks)

14) Explain the usefulness of business plan to different group of stakeholders. (8marks)

15) Explain the economies of scale that a sole trader would experience by increasing his scale of operations. (4marks)

16) Using the different decision making tools evaluate the three 3 options being considered by the sole trader. (8marks)

17) Identify 2 internal and external stakeholders and describe their interest in UWP. (4+4)

18) Explain the importance of objectives in managing an organization. (4marks)

19) Analyze the role of a mission and vision statement in an organization like UWP. (7marks)

20) Discuss the possible areas of stakeholder conflict in implementing the social projects. (7marks)

21) Analyze the start up issues which the sole trader will face in investing in the new business opportunity.(7marks)

22) Distinguish between strategic and operational objectives.(4marks)

**Second module – Human resource**

22) Discuss the usefulness of workforce planning in recruiting workers for the social projects. (7marks)

23) Evaluate the effectiveness of the autocratic style of leadership in an organization like UWP. (7marks)

24) Explain how a tall organizational structure effects employee motivation, communication and performance. (7marks)

**25)** **Describe the organizational culture of UWP. (4marks)**

26) Examine the suitability of a situational style of leadership for an organization like UWP. (7marks)

27) Using two motivational theories evaluate the role of non motivational incentives in on employee motivation and performance. (8marks)

28) Evaluate alternative methods of non financial incentives in different circumstances in an organization like UWP. (7marks)

**29) Discuss the need for the formation of a matrix structure for completion of the building or the university. (7marks)**

30) Explain the role of training in increasing the efficiency of the troops of UWP. (7marks)

**31) Explain the consequences of hiring a part time worker to UWP. (7marks)**

**Finance Module-**

32) Analyze the suitability of a bank loan in funding the lorry required by the sole trader. (7marks)

33) Describe the need of working to a business organization. (4marks)

34) Calculate the gross profit and net profit ratio for both the options available to the sole trader. (4marks)

**Marketing module**

**35) Analyze the role of social marketing to an organization like UWP. (7marks)**

36) Analyze the role of market research to UWP in implementing the social projects. (7marks)

37) Describe the usefulness of focus groups as a medium of market research. (4marks)

**38) Explain the usefulness of supply chain management to the sole trader in establishing wholesale operations. (7marks)**

**Operations module-**

**39) Analyze the suitability of adopting cell production in setting up the hospital. (8marks)**

**40) Describe the importance of R&D for business. (4marks)**

41) Discuss the implications of changing from a just in time to a just in case method of stock keeping to the sole trader.(7marks)